R.J. Reynolds
Tobacco Company

Stephen R. MacLeod
Region Operations Manager
Buffalo #1610

Sent via fax
June 21, 1996

TO: D.P. FITZGERALD

RE: ***DORAL BUSINESS BUILDING KITS USAGE***

Dear Don:

An initial push was made by all operating units to sell the above referenced program that resulted in our 39% usage. Obviously, several business issues have affected this program that has kept our people from going deeper with this program.

Our sales personnel do understand the value of this program and will continue to seek further opportunities. The attached program has been put in place and should have a positive impact on usage.

Should you have any questions, please advise.

Sincerely,

Stephen MacLeod

S.R. MacLeod
ROM/#1610
:etb

cc: R.C. Farmer
F.V. Natale

51845 7364

Source: https://www.industrydocuments.ucsf.edu/docs/kzmy0000